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Sent: 5/1/2015 8:06:30 PM
Subject: 2015 YTD Revenue Metrics

Ladies and Gentlemen:

Attached is a very basic analysis of our revenue/dispensing metrics for the first four months of 2015.

A couple of things pop out to me.

1. 22.92% decrease in scripts dispensed in April compared to March – This is a direct result of the steady decline in new script intake. To offset this trend, we began a patient re-harvesting program in late April for nutritional supplements and pain cream. Initial results have been positive.
2. Gross revenue and average adjudication rate fell 8.15% and 5.51% respectively in March compared with February. These decreases reflect continued drops in reimbursement by private payers. The decrease in average reimbursement was partially offset by moving to patches which have a higher average adjudication rate than creams but have much lower profit margins.
3. In April, scripts filled fell a whopping 22.92%. However, revenue only fell by .19% even though we had two fewer billing days in April. The decrease in scripts dispensed was offset by a huge 29.48% increase in the average adjudication rate per script. It appears this was caused by a further increase in the number of patches dispensed, change to Lidocin and Rexaphenac kits, implementation of the reharvesting program, and finally the introduction of the Adjudication Maximization Program.

I plan to ask Michael Dieter to investigate further and provide some trend analysis that we can share with the field reps next week.

We continue to make progress on our Reme-D pain cream formula and should have a final formulary nailed down along with reimbursement rates and gross margin on Monday or Tuesday at the latest. Then we're ready to go on a limited basis to a few select docs like Ince, Redko, Rendawah and Salvato. Simultaneous with the limited introduction, we'll create a new portal for W-2 reps and get everyone signed up. Then it should be game on.

Have a good weekend.
Scott



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Pharms Group - Combined Revenue Metrics
January - April 2015

	<u>Scripts Filled</u>	<u>Mo/Mo % Change</u>	<u>Gross Revenue</u>	<u>Mo/Mo % Change</u>	<u>Ave. Adj. per Script</u>	<u>Mo/Mo % Change</u>
January	6241		\$ 4,981,000		\$ 798.11	
February	6805	9.04%	\$ 5,594,000	12.31%	\$ 822.04	3.00%
March	6615	-2.79%	\$ 5,138,000	-8.15%	\$ 776.72	-5.51%
April	5099	-22.92%	\$ 5,128,000	-0.19%	\$ 1,005.69	29.48%